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Vision

The Downtown Vision

The vision for Downtown Wichita distills the community's aspirations for the study area into a guide to the values that should shape the future core of the city.

Master Plan Vision Principles

Five vision principles address the critical factors necessary to initiate a more strategic and accelerated revitalization process for Downtown. They provide the structure for a vision that will lead to a new, revitalized identity. Under the vision, Downtown will be woven back to together; new community assets will be created; and future development will be implemented strategically. Wichita's core will become a connected, walkable, exciting environment. Just as important, following these principles will help reshape community perceptions of what Downtown is today and can become in the future.

The five principles are:

- 1. Offer something for everyone.**
- 2. Leverage Downtown's inherent strengths to generate economic value.**
- 3. Expand choices for people—and the region.**
- 4. Support development that fosters walkable connections.**
- 5. Promote Downtown's role in advancing regional sustainability.**

Within each principle, different elements speak to culture, economic growth, community, sustainability, and design. These elements appear on the following pages.

Vision: Downtown Wichita in 2030



Downtown

is a place that enables people to live, work, shop, play, and learn...all within a short walk of each other. Downtown celebrates Wichita's rich history and vibrant future, and it invites people from every walk of life to share their sense of community. 150 years after Wichita took root here, downtown is the reinvigorated heart of a region committed to a vital future.

Vision Principles



Offer something for everyone.

- **Culture** that celebrates Wichita's rich traditions and lively diversity.
- **Economic growth:** Uses that retain and attract the skilled workforce that makes Wichita economically competitive.
- **Community:** Activities that invite people from every walk of life to enjoy... and value...Downtown together.
- **Sustainability:** Green planning and design that symbolize Wichita's commitment to environmental responsibility.
- **Design:** Buildings and public spaces that demonstrate respect for the past and excitement about the future.



Leverage Downtown's inherent strengths to generate economic value.

- **Culture:** Connections that unlock the synergies inherent in the network of museums, entertainment, and culture.
- **Economic growth:** Development that builds on documented market strengths.
- **Community:** Shopping and entertainment that take advantage of Downtown's central location and unique appeal.
- **Sustainability:** Planning that takes advantage of opportunities for efficient use of water, energy, and other resources.
- **Design** that invites walkable development.



Expand choices for people—and the region.

- **Culture:** Visual and performance arts that enhance Downtown as a vibrant cultural center.
- **Economic growth:** Entrepreneurial opportunities that take advantage of Downtown's appeal to creative workers and economic diversity.
- **Community:** Choices for housing, shopping, entertainment, and other needs that flourish in a mixed-use, higher-density, urban setting.
- **Sustainability:** Transportation choices that supplement the automobile and promote connectivity to and across Downtown.
- **Design** that conveys the character of distinctive districts.



Support development that fosters walkable connections.

- **Culture:** Public art that tells Wichita's stories.
- **Economic growth:** Art, dining, shopping, and other activities that animate connections between major destinations.
- **Community:** A riverfront that invites walking with a continuous mix of boating, cafés, museums, and other attractions.
- **Sustainability:** Transportation that makes every Downtown district readily accessible and links key destinations.
- **Design** that makes walking in Downtown comfortable, convenient... and fun.



Promote Downtown's role in advancing regional sustainability.

- **Culture:** A riverfront that tells the story of Wichita's environmental opportunities and challenges.
- **Economic growth:** Options that invite future generations to choose Wichita as their future.
- **Community:** A common ground that can help build a stronger commitment to a shared destiny.
- **Sustainability:** Compactness that offers a smaller carbon footprint and better opportunities for personal wellness.
- **Design:** Keeping Wichita's architectural heritage a central part of Downtown's economy and sense of place.